Amos

AMERICAN FILM FESTIVAL

JUROR RATING FORM – UTILIZATION SPECIALIST

(Film Librarians, Audio-Visual Personnel, Program Directors, Media Consultants)

Film Title _____

Juror's Name _____ Category _____

PART ONE – OBJECTIVE RATING

CRITERIA	RATING *(Circle one number in each section)*	
1. CINEMATIC AND AESTHETIC VALUE	Unacceptable	0
You might consider –	Poor	1
Originality of treatment; handling of elements of film, image, sound, structure etc., suitability of form and treatment to thesis or content of film; technical quality.	Fair	2
	Good	3
	Very Good	4
	Exceptional	5
2. ACCURACY AND QUALITY OF INFORMATION	Unacceptable	0
You might consider –	Poor	1
Factual inaccuracies; validity of thesis or point of view presented; if applicable the accuracy or appropriateness of vocabulary in narration or dialogue; is the film biased, bigoted or deliberately misleading or humiliating to any group?	Fair	2
	Good	3
	Very Good	4
	Exceptional	5
3. INFORMATION OR CULTURAL VALUE	Unacceptable	0
You might consider –	Poor	1
Value of content; whether the film expands or duplicates existing information; how stimulating or enjoyable an experience the film provides; effectiveness of treatment; considering that some films are intended to be provocative does this promote new insight or understanding?	Fair	2
	Good	3
	Very Good	4
	Exceptional	5
4. PROGRAM POTENTIAL	Unacceptable	0
You might consider –	Poor	1
Probable interest value to the stated audience; extent to which the film might stimulate interest in the subject; whether it fills a need for a specific audience; how well the film either provokes discussion, imparts information, or provides insight or simple pleasure; if the film is innovative in form is this an asset in presenting the thesis or reaching the audience?	Fair	2
	Good	3
	Very Good	4
	Exceptional	5
5. DEGREE TO WHICH THE FILM ACHIEVES ITS STATED PURPOSE	Unacceptable	0
Please refer to your Festival Guide for the Entrant's statement of the purpose of the film.	Poor	1
	Fair	2
Pre-screening jurors please consult your chairman.	Good	3
	Very Good	4
	Exceptional	5

PART TWO – SUBJECTIVE RATING

Please indicate according to the scale below your opinion of the film as a whole. (Use whole numbers only – no fractions or decimals).

Pre-screening jurors please note: A rating of less than twelve would indicate a film not of Festival caliber.

0 Unacceptable: 1–5 Poor: 6–10 Fair: 11–15 Good: 16–20 Very Good: 21–25 Exceptional RATING: ( )

PART THREE – COMMENTS

(These comments and criticisms are made available to the Entrant upon request). Please indicate in a few words your personal reaction to the film. For example: "Outstanding for simplicity, sincerity . . ."; "limited audience, but fulfills its stated purpose well"; "fine discussion film"; "imaginative use of cinema verite".

Continue on other side if you wish

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